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Cognitive-pragmatic features of morphological derivatives in media and literary texts

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Annotatsiya: Ushbu maqolada ommaviy axborot vositalari va badiiy matnlarda qo‘llaniladigan morfologik hosilalarning kognitiv-pragmatik xususiyatlari tahlil qilinadi. Tadqiqotning asosiy maqsadi kontseptual ma’no yaratishda, kommunikativ ta’sir ko‘rsatishda va muallifning pragmatik niyatlarini ifodalashda hosila birliklarining ro‘lini aniqlashdir. Tadqiqot davomida ingliz ommaviy axborot vositalari va badiiy matnlaridan misollar kognitiv tilshunoslik va pragmalingvistika yondashuvlari asosida tahlil qilindi. Natijalar shuni ko‘rsatdiki, morfologik hosilalar nafaqat yangi leksik ma’nolarni yaratadi, balki baholash, ishontirish, hissiy ta’sir ko‘rsatish va kontseptual modellarni shakllantirish kabi muhim funktsiyalarni ham bajaradi. Ommaviy axborot vositalaridagi hosila birliklari auditoriyaga ta’sir qilish vositasi bo‘lib xizmat qilsa-da, ular badiiy matnlarda obrazlilik va estetik ta’sirni kuchaytirishga xizmat qiladi. Tadqiqot natijalari morfologik hosilalarning kognitiv va pragmatik jihatlarini har tomonlama o‘rganish zamonaviy tilshunoslikning dolzarb sohalaridan biri ekanligini tasdiqlaydi.
Kalit so‘zlar: Morfologik derivatsiya, derivatsiya, so‘z yasalishi, kognitiv lingvistika, pragmalingvistika, kognitiv-pragmatik tahlil, kontseptualizatsiya, diskurs, ommaviy axborot vositalari, media diskursi, badiiy matn, affiksatsiya, kommunikativ effekt, baholash kategoriyasi, kontseptual model.

Аннотация: В данной статье анализируются когнитивно-прагматические свойства морфологических производных, используемых в средствах массовой информации и литературных текстах. Главная цель исследования – определить роль словообразовательных единиц в создании концептуального значения, оказании коммуникативного влияния и выражении прагматических намерений автора. В ходе исследования были проанализированы примеры из англоязычных медиа- и литературных текстов на основе подходов когнитивной лингвистики и прагмалингвистики. Результаты показали, что морфологические производные не только создают новые лексические значения, но и выполняют важные функции, такие как оценка, убеждение, эмоциональное воздействие и формирование концептуальных моделей. В то время как в средствах массовой информации словообразовательные единицы выступают в качестве средства воздействия на аудиторию, в литературных текстах они способствуют усилению образности и эстетического воздействия. Результаты исследования подтверждают, что всестороннее изучение когнитивных и прагматических аспектов морфологических производных является одной из актуальных областей современной лингвистики.
Ключевые слова: Морфологическая деривация, словообразование, когнитивная лингвистика, прагмалингвистика, когнитивно-прагматический анализ, концептуализация, дискурс, средства массовой информации, медиадискурс, литературный текст, аффиксация, коммуникативный эффект, оценочная категория, концептуальная модель.

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Annotation: This article analyzes the cognitive-pragmatic properties of morphological derivatives used in mass media and literary texts. The main goal of the study is to determine the role of derivational units in creating conceptual meaning, exerting communicative influence, and expressing the author's pragmatic intentions. During the study, examples from English media and literary texts were analyzed based on the approaches of cognitive linguistics and pragmalinguistics. The results showed that morphological derivatives not only create new lexical meanings, but also perform important functions such as evaluation, persuasion, emotional impact, and the formation of conceptual models. While derivational units in mass media act as a means of influencing the audience, they serve to enhance imagery and aesthetic impact in literary texts. The results of the study confirm that the comprehensive study of the cognitive and pragmatic aspects of morphological derivatives is one of the relevant areas of modern linguistics.

Key words: Morphological derivation, derivation, word formation, cognitive linguistics, pragmalinguistics, cognitive-pragmatic analysis, conceptualization, discourse, mass media, media discourse, literary text, affixation, communicative effect, evaluative category, conceptual model.

In modern linguistics, morphological formations are recognized as one of the important components of the language system. New units arising as a result of word formation not only increase the lexical richness of the language, but also create the opportunity to express new concepts in human thinking. From the point of view of cognitive linguistics, each derivational unit reflects a certain conceptual content and participates in the formation of human knowledge about existence. [1, 230-p.]

Mass media and literary texts are one of the most active and dynamic areas of language use. In these types of discourse, morphological derivatives serve not only as a means of expressing new concepts, but also as a means of realizing the author's communicative goal, influencing the reader or listener, and forming certain conceptual representations. Therefore, the study of morphological derivatives from a cognitive-pragmatic point of view is important in shedding light on the complex relationships between language, thinking, and communication.

In cognitive linguistics, morphological derivatives are interpreted in relation to the conceptual system that constitutes a person's knowledge of the world. Derivative units used in mass media often serve to express modern social, political, economic, and cultural processes. Such units, along with naming new realities, form certain conceptual representations in the minds of the audience. As a result, morphological formations, in addition to being a means of transmitting information, also function as a mechanism for organizing knowledge and forming a worldview.

One of the important cognitive functions of morphological formations in the discourse of the mass media is to express complex information in a concise form. Since the volume of information in the modern media space is extremely large, there is a need for the most economical use of language tools. Derivative units allow complex concepts to be expressed in a concise and clear form. This helps the audience to perceive and process information faster.

From a pragmatic point of view, morphological formations in the media also perform manipulative and persuasive functions. Media texts are not limited to reporting, but also seek to form public opinion. Therefore, through derivational units, certain evaluative attitudes towards events, persons or phenomena are expressed. Such units affect the emotional and intellectual perception of the audience and serve to strengthen a certain point of view.

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In literary texts, the cognitive-pragmatic properties of morphological derivatives take on a more complex and multi-layered character. The author of a work of art creates new images, conceptual associations and aesthetic meanings using the derivational capabilities of the language. Derivative units, as a product of artistic thinking, increase the semantic depth of the text and actively influence the reader's world of imagination.

Cognitively, derivative units in literary texts reflect the author's individual worldview and conceptual system. Each writer perceives reality in his own way and expresses the product of this perception through language tools. Morphological derivatives serve as one of the important tools of this individual conceptualization. As a result, the reader not only perceives the content of the text, but also enters the conceptual world created by the author.

From a pragmatic point of view, derivative units in literary texts serve to enhance expressiveness and emotionality. They are an important tool for revealing the character of images, enhancing the impact of events, and realizing the author's aesthetic intention. Such units increase the stylistic richness of the text and cause certain emotional reactions in the reader.

One of the important differences between mass media and literary texts is reflected in their communicative goals. While media texts are mainly aimed at quickly transmitting information and influencing public opinion, literary texts aim at aesthetic and emotional impact. Therefore, the methods of using morphological derivatives also vary.

However, in both cases they serve as a means of creating meaning, forming conceptual structures and enhancing communicative impact.

Cognitive-pragmatic analyses show that morphological derivatives provide a conceptual link between the creator of the text and the recipient of the text. The author encodes his knowledge and intentions using derivational units, and the reader or audience decodes the meaning by interpreting these units. This process is an important cognitive mechanism that ensures the effective flow of communication.

Derivational units also play an important role in the dynamic development of discourse. New derivational units are formed in the mass media with the emergence of new social phenomena and technological innovations. In literary texts, new semantic and stylistic possibilities arise as a result of the linguistic creativity of the authors. This demonstrates the importance of derivation in language development and its cognitive-pragmatic potential.

The cognitive-pragmatic study of morphological derivatives in media and literary texts explores how word-formation processes shape mental concepts and guide reader interpretation. This approach analyzes how suffixes, prefixes, and compounding encode emotional tone, ideological intent, and contextual framing within different discourse types.

From the point of view of cognitive linguistics, derivational units are a means of expressing conceptual structures existing in human thinking through language. Any derivative word is a verbal expression of a certain concept. For example, the modernization unit, formed from the quality of modern, embodies not only the meaning of "modernization", but also a complex of concepts such as progress, renewal, technological development. Therefore, this unit is often used in media texts as a means of positive assessment.

For example, the government announced a new modernization program for rural schools.

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In this sentence, the word modernization not only denotes the name of the movement, but also activates positive conceptual images of development and progress. As a result, the reader develops a positive attitude towards this event.

For example, in English, such units as digitalization, globalization, modernization, urbanization are widely used to express social and economic processes in society. The suffix -ization in these derivatives expresses the meaning of the process and reflects the dynamic nature of reality. Cognitively, such units form certain conceptual models in the human mind. For example, the word digitalization activates the concepts of technological progress, innovation, and modernity. [3, 15-p.]

Similarly, the derivative globalization is one of the derivational units widely used in media discourse. The affix -ization in this word expresses the meaning of the process and evokes the concepts of global economic and cultural integration. Cognitively, this unit serves to form a model of the world as a single system in the human mind.

From a pragmatic point of view, derivational units are an effective means of influencing the audience. For example, in political discourse, derivational units such as leadership, partnership, and development are often used to achieve positive pragmatic goals. On the contrary, units such as terrorism, extremism, and radicalization serve to express negative evaluations and concepts of danger.

For example, the rise of extremism poses serious challenges to international security.

In the language of modern media, derivational units are an important means of conveying information in a concise and effective form. [2, 80-p.] The main goal of media discourse is not only to inform, but also to influence the audience's opinion. Therefore, journalists and publicists actively use morphological derivatives.

Words such as leadership, partnership, and membership found in media texts serve to shape perceptions of social relationships and institutions. [3, 96-p.] These units influence the reader's perception of reality and also express the author's evaluative attitude.

As a result, derivational units appear as a means of pragmatic influence. [5, 25-p.]

In literary texts, the function of derivational units is more complex. They perform not only nominative, but also expressive-aesthetic functions. Writers sometimes form an individual style by creating occasional derivatives. Such units attract the reader's attention and create new images.

For example, in English literature, such units as childishness, hopelessness, loneliness serve as an important tool for expressing the mental state of a character. The suffix -ness in these derivatives expresses abstract concepts and allows for a more accurate description of the character's inner world.

The function of morphological derivatives in literary texts is considered to be even broader. [2, 82-p.] The writer uses derivational units to create an image, reveal the character of the hero, and enhance the aesthetic effect. For example, derivational units such as loneliness, hopelessness, and carelessness serve as an important means of expressing the hero‘s mental state. These units evoke certain emotional reactions in the reader's mind.

From the point of view of cognitive linguistics, derivative words in literary texts are important in creating conceptual metaphors and associative connections. For example, the derivative "darkness" is often associated with concepts of fear, uncertainty, or despair. On the contrary, "brightness" activates positive concepts such as hope, happiness, and success.

This situation shows the importance of derivational units in creating conceptual content. Pragmatically, morphological derivatives in literary texts strengthen the communicative connection between the author and the reader. [4, 90-p.]

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The cognitive-pragmatic approach shows that morphological formations are an effective means of forming conceptual structures in human thinking, expressing them through speech, and realizing communicative goals. In media texts, they perform a more persuasive and evaluative function, while in literary texts they serve to enhance the aesthetic and emotional impact.

By selecting certain derivational units, the author influences the emotional state of the reader, forms a certain attitude towards events, and evokes aesthetic pleasure.

Thus, morphological derivatives used in mass media and literary texts perform cognitively and pragmatically important functions. They are an effective means of creating conceptual meaning, evaluating, exerting emotional influence, and implementing communicative goals. The analysis of these units allows for a deeper understanding of the complex relationships between language, thinking, and communication.

In conclusion, it can be noted that morphological derivatives are important units of the language system not only structurally, but also cognitively and pragmatically. If in mass media they perform the function of influencing the audience and creating evaluative meaning, then in literary texts they serve to form aesthetic and figurative content. Cognitive-pragmatic analysis of derivational units allows for a deeper understanding of the complex relationships between language and thinking.

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